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Minutes 09/19/2012

Approved Minutes

Arlington Committee on Tourism and Economic Development

Wednesday, September 19, 2012

Bowes Real Estate, 1010 Massachusetts Avenue, Arlington

Committee Members Present: Angela Olszewski, Clarissa Rowe, Howard Winkler, Roland Chaput (arrived at 7:13 p.m.), Theodore Peluso, Joseph A. Curro, Jr., Thomas Davison (7:40 p.m.)

Also Present: Laurence McKinney (Uncle Sam Committee)

Call to Order

The meeting was called to order at 7:10 p.m. Joe Curro was designated to keep minutes.

Acceptance of Minutes

Tabled, pending the arrival of additional members.

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Following the arrival of Mr. Chaput and Mr. Davison, Mr. Bowes moved and Ms. Rowe seconded the approval of the June 2012 minutes. The motion carried, with Mr. Curro abstaining.

Mr. Curro asked to be listed as present at the July 2012 meeting, and Mr. Peluso requested a minor semantic change. Mr. Curro moved and Mr. Peluso seconded the approval of the July 2012 minutes as amended. The motion carried unanimously.

Treasurer's Report

Tabled, pending arrival of treasurer.

Later in the meeting, Mr. Chaput indicated that he had not received anything from the Comptroller since June 30 and said that he typically receives monthly reports. He said that he would follow up.

Outreach Update

Ms. Rowe reported that her efforts to contact representatives of the Scenic Byway initiative were unsuccessful.

There was discussion of the 2013 Patriots Day Parade and the possibility that the day of the parade might be moved, due to Lexington's change of schedule. There was a call for an ATED volunteer to attend the next meeting of the Patriots Day Parade Committee on Tuesday, October 2nd at 7:00 p.m. at 80 Milton Street, 2nd Floor.

Mr. Bowes reported that he was looking into the possibility of holding an upcoming ATED meeting at the Armenian Cultural Foundation.

There was discussion surrounding the use of Doodle to schedule the next ATED meeting.

Website

Ms. Olszewski reported that she was looking at the possibility of using Dreamhost as the Committee's web hosting provider, utilizing the assistance of community member Alan Jones.

Mr. Peluso reported that at a recent meeting with the Arlington Cultural Council regarding a proposal for a concert and festival, he heard questions about when the site would be up. Ms. Shaloo has developed a basic site structure.

Mr. Peluso recommended that the Committee set a deadline for itself to have the site up and running.

Mr. McKinney suggested a Facebook Friends page as an interim measure, citing success with his own organization.

There was discussion concerning the possibility of reusing the trivia questions and "25 Things to do in Arlington", that were developed for Town Day on the website. Ms. Rowe volunteered to set up Twitter and Facebook handles and pages. Mr. Curro volunteered to take the Town Day materials and work on making them interactive.

Directional Sign Design Project

Ms. Rowe has had further discussions with Planning and Community Development Director Carol Kowalski regarding this project. She also suggested that JoAnn Robinson of the Historical Commission be looped in.

Proposed Project (Concert)

Mr. Peluso spoke about his meeting with the Arlington Cultural Council and described the success so far in recruiting volunteer musicians to participate in the proposed event. He did feel that some Council members were of a mind that the proposed summer concert was not big enough, but he expressed great confidence that this will come together.

Following Mr. Davison's arrival, there was further discussion about the ATED concert proposal.

Mr. Davison explained that the idea was to hold a block party on Medford Street on a Sunday late in June. He stated that he is working with Leland Stein of the Regent Theatre. He has also spoken with Library Director Ryan Livergood regarding tie-ins with the library's summer concert series.

Mr. Davison said that the basic budget was projected to be about \$5,000 toward a headline event and other supporting services. He said that he was trying to determine who could be used as a fiduciary agent.

ATED's grant application with the Arlington Cultural Council is for \$2,500. Mr. Davison explained that the Council only has \$10,000 per year to distribute and that the grant application deadline is October 15th.

There was a discussion of the pros and cons of Medford Street versus Broadway Plaza. There was also discussion of contacting participants in Arlington Alive! to participate.

Mr. Curro volunteered to assist with any necessary Town contacts to facilitate the grant application and the event.

Mr. Peluso moved and Ms. Rowe seconded a motion to support the concert/block party idea.

Proposed Project (Brochure)

There was a discussion of printing costs and the form that a potential brochure might take. It was suggested that any brochure should contain specific links to the web site. Committee members also talked about the challenges of distribution, including the possible inclusion of brochures in rack card packets. Mr. Peluso, Mr. Bowes, Mr. Curro and Ms. Olszewski volunteered to work on the brochure initiative.

Representative for Bikeway Signage Project

This initiative is being undertaken as part of a multi-town grant. Mr. Peluso and Mr. Chaput volunteered to rotate in attending meetings on this.

Town Day Recap

The response to the ATED booth was positive. Ms. Olszewski thanked everyone who volunteered.

Many comments and feedback cards were collected, and Ms. Rowe offered to put these on the Facebook page.

Almost 100 cups of Moxie were served.

Ms. Rowe moved and Mr. Curro seconded a motion to approve up to \$84 in reimbursement to Mr. Chaput for the banner that was used at Town Day. Passed unanimously.

Old Business

There was a brief discussion of Patriots Day Weekend and how ATED might have a presence. It was suggested that we might consider repeating the Paul Revere/William Dawes visit.

Mr. Bowes talked about promoting the use on bunting on Town Hall and other prominent buildings on Patriots Day and other patriotic occasions.

Mr. Davison asked about plans for the Arlington Center bike lane connector and traffic redesign and the impact on parking in the Center.

There was brief discussion of the trip to Lowell offered by Economic Development Director Alan Manoian. The sentiment was that this should be postponed to a time when more ATED members are available.

New Business

Mr. Bowes reported on a new store going into Arlington Center -- called Arlington Centered -- which is positioning itself as an urban gift store and is affiliated with Davis Squared in Somerville.

Adjournment

Mr. Curro moved and Mr. Bowes seconded a motion to adjourn. The motion carried unanimously, and the meeting was adjourned at 8:39 p.m.

Respectfully submitted: Joseph A. Curro, Jr.